

# Exhibit C

**TRADEMARK ASSIGNMENT COVER SHEET**Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TMI43476

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Snow Joe, LLC		02/06/2024	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	Weather Brands LLC		
<b>Street Address:</b>	134 West 29th Street		
<b>Internal Address:</b>	4th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	Limited Liability Company: TEXAS		
<b>PROPERTY NUMBERS Total: 51</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87228810	#FINDYOURBLISS	
<b>Serial Number:</b>	85897821	AQUA JOE	
<b>Serial Number:</b>	88711719	AUTO JOE	
<b>Serial Number:</b>	97121433	AUTO JOE	
<b>Serial Number:</b>	86854369	BEST IN SNOW	
<b>Serial Number:</b>	87583889	BLISS HAMMOCKS	
<b>Serial Number:</b>	77467328	BLISS HAMMOCKS	
<b>Serial Number:</b>	90751502	BLISS OUTDOORS	
<b>Serial Number:</b>	90977746	BLISS OUTDOORS	
<b>Serial Number:</b>	86834981	BLUE HEAT SNOW AND ICE MELTER	
<b>Serial Number:</b>	88952712	CHOOSE YOUR COVERAGE	
<b>Serial Number:</b>	86247117	CUT THE CORD	
<b>Serial Number:</b>	86134803	ECOSHARP	
<b>Serial Number:</b>	87939709	FIBERJACKET	
<b>Serial Number:</b>	87234234	FIND YOUR BLISS	
<b>Serial Number:</b>	90043666	FROSTY'S NIGHTMARE	
<b>Serial Number:</b>	76622792	GET EQUIPPED	
<b>Serial Number:</b>	86463641	GO WITH JOE	

CH \$1290.00.00 87228810

900850946

TRADEMARK  
REEL: 008411 FRAME: 0363

Property Type	Number	Word Mark
Serial Number:	87511097	HAMMOCK IN A BAG
Serial Number:	88606071	ICE BLASTER SNOW AND ICE MELTER
Serial Number:	86525322	ILLUM-N-BROOM
Serial Number:	98018323	IONMAX
Serial Number:	88714908	JOE'S FACTORY OUTLET
Serial Number:	87028615	KEEP IT GREEN
Serial Number:	86402104	LET GRAVITY DO THE WORK
Serial Number:	97307155	MELT
Serial Number:	86384630	MELT
Serial Number:	76691825	MOW JOE
Serial Number:	87820620	PELLETS OF FIRE
Serial Number:	87387401	POWER JOE
Serial Number:	90200250	POWER JOE
Serial Number:	97405478	POWERJOE
Serial Number:	97405524	POWERJOE
Serial Number:	98031833	
Serial Number:	98034885	
Serial Number:	76623954	SNOW JOE
Serial Number:	97394277	SNOW JOE
Serial Number:	78450101	SNOWJOE
Serial Number:	86463649	SO EASY IT'S LIKE VACUUMING
Serial Number:	87266624	SPRING IT AND FLING IT
Serial Number:	87737236	SPX3000
Serial Number:	88768592	SPX3000 XTREAM
Serial Number:	97395972	SPX3000 XTREAM
Serial Number:	76697974	SUN JOE
Serial Number:	88952871	SUN JOE
Serial Number:	97342825	SUN JOE
Serial Number:	97342519	SUNJOE
Serial Number:	86134821	SUNJOE ION
Serial Number:	88853710	SUPPLYAID
Serial Number:	87917477	WICKED SNOW AND ICE MELTER
Serial Number:	86550456	YOU NAME IT. YOU AIM IT. GRIME IS GONE.

**CORRESPONDENCE DATA**

Fax Number: 6179464801

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

Phone: 16179464830

**Email:** bosippto@seyfarth.com  
**Correspondent Name:** Brian L. Michaelis  
**Address Line 1:** Suite 1200  
**Address Line 2:** Seyfarth Shaw LLP  
**Address Line 4:** Boston, MASSACHUSETTS 02110

<b>ATTORNEY DOCKET NUMBER:</b>	119849-000002
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<b>NAME OF SUBMITTER:</b>	Brian Michaelis
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<b>SIGNATURE:</b>	Brian Michaelis
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<b>DATE SIGNED:</b>	04/26/2024
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**Total Attachments: 10**

source=119849 Snow Joe to Weather Brands TM assignment#page1.tif  
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## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this “**Assignment**”) is made effective this February 6, 2024, by and between Snow Joe, LLC, a New York limited liability company, (the “**Assignor**”), and Weather Brands, LLC, a Texas limited liability company (the “**Assignee**”); each a “**Party**” and together, the “**Parties**”.

### WITNESSETH:

**WHEREAS**, Assignor is the owner of all of the rights, titles and interests in and to certain trademarks and service marks, including the registered trademarks, service marks, applications therefor and trade names as set forth on Exhibit A attached hereto (the “**Assigned Trademarks**”);

**WHEREAS**, Assignor surrendered all of its rights and interest to the Assigned Trademarks to Wells Fargo Bank, a National association (“**Lender**”), as secured party in possession, pursuant to that certain Secured Party Bill of Sales, dated as of February 6, 2024, by and between Assignor, Lender, and Licensee (“**Peaceful Possession Agreement**”); and

**WHEREAS**, Assignee agrees to accept, and Assignor agrees to assign and transfer, all the rights and interests to the Assigned Trademarks through a secured party sale conducted by Lender pursuant to the terms of the Peaceful Possession Agreement.

**NOW, THEREFORE**, in consideration of the mutual covenants and undertakings set forth in the Peaceful Possession Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Assignment of Trademarks. Assignor hereby agrees and affirms that, via and as a result of the secured party sale referenced above, assignor has contributed, granted, conveyed, transferred, assigned, and delivered to Assignee, its successors, and assigns, Assignor’s entire right, title and interest in and to the Assigned Trademarks, including all trademark applications and registrations therefor, the goodwill of the business appurtenant to and associated with the Assigned Trademarks and which is symbolized thereby, the business associated with the marks whose applications are pending pursuant to the Lanham Act 1(b), as well as any renewals thereof, all income, royalties, damages, and payments now or hereafter due or payable with respect to the Assigned Trademarks, all claims and causes of action (in law and/or equity) and the right to sue, counterclaim, recover and collect and retain any proceeds for past, present, and future infringement, misappropriation, or dilution of the rights assigned to Assignee, and all other rights corresponding thereto throughout the respective countries where Assignor holds rights in the Assigned Trademarks, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be held, used and enjoyed as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment not been made.

2. Use of Assigned Trademarks. Assignor, as of the Effective Date, agrees to cease using the Assigned Trademarks and further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents regarding the rights assigned, transferred and sold herein, as reasonably requested by Assignee or its successors or assigns.

3. Further Assurances. Assignor covenants and agrees that, from time to time after the delivery of this Assignment, Assignor shall, promptly upon reasonable request and for no additional consideration, but at no cost to Assignor make, sign, execute, acknowledge, deliver, undertake and cause to be done such further instruments, actions, conveyances, transfers, assignments, powers of attorney and assurances, and

take such other actions as may reasonably be requested by the Assignee or its counsel in order more effectively to convey, transfer, assign and vest in the Assignee in any jurisdiction

4. Attorney-In-Fact. Assignor hereby constitutes and appoints Assignee, its successors and assigns, Assignor's true and lawful attorney and attorneys, with full power of substitution, in Assignor's name and stead, but on behalf of and for the benefit of Assignee, its successors and assigns, from time to time, to institute and prosecute in Assignor's name, or otherwise, at the expense and for the benefit of Assignor, its successor and assigns, any and all proceedings at law, in equity or otherwise, which Assignee, its successor or assigns, may deem proper for the collection and enforcement of any claim or right of any kind hereby contributed, conveyed, transferred, assigned and delivered, or intended so to be, and to do all reasonable acts and things in relation to this Assignment, including, without limitation, all documents necessary to record in the name of Assignee the assignment of the Assigned Trademarks with the United States Patent & Trademark Office, and with respect to any foreign rights, with any other appropriate trademark office or registrar. Assignor hereby declares that the foregoing powers are coupled with an interest and are and shall be irrevocable by Assignor in any manner or for any reason whatsoever.

5. Amendment. This Assignment may not be amended, modified, waived, or terminated except in a writing signed by all Parties.

6. Binding Effect. This Assignment shall be binding upon and inure to the benefit of the Parties and their respective successors and permitted assigns.

7. Governing Law. This Assignment shall be governed by, enforced under and construed in accordance with the laws of the State of New York, regardless of the laws that might otherwise govern under applicable principles of conflicts of laws, and the applicable federal laws of the United States of America pursuant to Title 15 of the United States Code.

8. Execution. This Assignment may be executed by facsimile, scanned and emailed or other electronic signatures and in counterparts, each of which shall be deemed to be an original, but all of which shall constitute one and the same agreement.

9. Authorization. Assignor hereby requests and authorizes the Commissioner of Patents and Trademarks, in the United States Patent and Trademark Office, and any other empowered governmental official in the United States and/or in the relevant jurisdictions outside the United States, to record and/or register this Assignment and to record and/or register Assignee as the assignee and owner of the Assigned Trademarks.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed as of date first above written.

**ASSIGNOR:**

**Snow Joe, LLC**

By:   
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**ASSIGNEE:**

**Weather Brands LLC**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

*[Signature Page to Trademark Assignment]*

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed as of date first above written.

**ASSIGNOR:**

**Snow Joe, LLC**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**ASSIGNEE:**

**Weather Brands LLC**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

*[Signature Page to Trademark Assignment]*



**Exhibit A****Assigned Trademarks**

(Trademarks and Domain Names in the United States)

Trademark Name	Country Name	Application Number	Filing Date	Registration Number	Registration Date
#FINDYOURBLISS	United States of America	87228810	Nov. 07, 2016	5222827	13-Jun-2017
AQUA JOE	United States of America	85897821	08-Apr-2013	5095706	06-Dec-2016
AUTO JOE	United States of America	88711719	02-Dec-2019	6782806	05-Jul-2022
AUTO JOE	United States of America	97121433	12-Nov-2021	6768188	21-Jun-2022
BEST IN SNOW	United States of America	86854369	18-Dec-2015	5138778	07-Feb-2017
BLISS HAMMOCKS	United States of America	87583889	Aug. 25, 2017	5423461	13-Mar-2018
BLISS HAMMOCKS design	United States of America	77467328	6-May-08	3553500	30-Dec-2008
BLISS OUTDOORS	United States of America	90751502	03-Jun-2021		
BLISS OUTDOORS	United States of America	90977746	29-Jun-2022	6841062	06-Sep-2022
BLUE HEAT SNOW AND ICE MELTER	United States of America	86834981	Dec. 01, 2015	5000400	12-Jul-2016
CHOOSE YOUR COVERAGE	United States of America	88952712	08-Jun-2020	6412690	06-Jul-2021
CUT THE CORD	United States of America	86247117	09-Apr-2014	5091571	29-Nov-2016
ECOSHARP	United States of America	86134803	04-Dec-2013	4567726	15-Jul-2014
FIBERJACKET	United States of America	87939709	29-May-2018	5699325	12-Mar-2019
FIND YOUR BLISS	United States of America	87234234	Nov. 11, 2016	5223138	13-Jun-2017
FROSTY'S NIGHTMARE	United States of America	90043666	Jul. 09, 2020	6205899	24-Nov-2020
GET EQUIPPED	United States of America	76622792	01-Dec-2004	3237801	01-May-2007
GO WITH JOE	United States of America	86463641	24-Nov-2014	5124859	17-Jan-2017
HAMMOCK IN A BAG	United States of America	87511097	Jun. 29, 2017	5724586	16-Apr-2019
ICE BLASTER SNOW AND ICE MELTER	United States of America	88606071	Sep. 05, 2019	6365163	25-May-2021

ILLUM-N-BROOM	United States of America	86525322	05-Feb-2015	4896422	02-Feb-2016
IONMAX	United States of America	98018323	30-May-2023		
JOE'S FACTORY OUTLET	United States of America	88714908	04-Dec-2019	6223385	15-Dec-2020
KEEP IT GREEN	United States of America	87028615	7-May-16	5118129	10-Jan-2017
LET GRAVITY DO THE WORK	United States of America	86402104	22-Sep-2014	5037056	06-Sep-2016
MELT 2022 design	United States of America	97307155	11-Mar-2022	7035228	25-Apr-2023
MELT design	United States of America	86384630	03-Sep-2014	4828556	06-Oct-2015
MOW JOE	United States of America	76691825	04-Aug-2008	3712389	17-Nov-2009
PELLETS OF FIRE	United States of America	87820620	Mar. 05, 2018	5580215	09-Oct-2018
POWER JOE	United States of America	87387401	27-Mar-2017	5618227	27-Nov-2018
POWER JOE	United States of America	90200250	22-Sep-2020	6616580	11-Jan-2022
POWERJOE design	United States of America	97405478	11-May-2022		
POWERJOE design	United States of America	97405524	11-May-2022	7036992	25-Apr-2023
S OVAL design	United States of America	98031833	07-Jun-2023		
S OVAL design	United States of America	98034885	09-Jun-2023		
SNOW JOE	United States of America	76623954	13-Dec-2004	3163228	24-Oct-2006
SNOW JOE	United States of America	97394277	04-May-2022	7042838	02-May-2023
SNOW JOE and Design	United States of America	78450101	13-Jul-2004	3223436	27-Mar-2007
SO EASY IT'S LIKE VACUUMING	United States of America	86463649	24-Nov-2014	5129548	24-Jan-2017
SPRING IT AND FLING IT	United States of America	87266624	13-Dec-2016	5336943	14-Nov-2017
SPX3000	United States of America	87737236	28-Dec-2017	5529954	31-Jul-2018
SPX3000 XTREAM	United States of America	88768592	22-Jan-2020	6143763	01-Sep-2020
SPX3000 XTREAM design	United States of America	97395972	05-May-2022	7036976	25-Apr-2023
SUN JOE	United States of America	76697974	19-Jun-2009	3873642	09-Nov-2010
SUN JOE	United States of America	88952871	08-Jun-2020	6260017	02-Feb-2021

SUN JOE	United States of America	97342825	01-Apr-2022	7036884	25-Apr-2023
SUNJOE design	United States of America	97342519	01-Apr-2022	7036881	25-Apr-2023
SUNJOE ION	United States of America	86134821	04-Dec-2013	5041515	13-Sep-2016
SUPPLYAID design	United States of America	88853710	31-Mar-2020	6174621	13-Oct-2020
WICKED SNOW AND ICE MELTER	United States of America	87917477	11-May-18	5642400	01-Jan-2019
YOU NAME IT. YOU AIM IT. GRIME IS GONE.	United States of America	86550456	02-Mar-2015	4999292	12-Jul-2016
BLISS OUTDOORS	United Kingdom	UK00003687023	27-Aug-2021	UK00003687023	18-Feb-2022
BLISS SOLAR	United Kingdom	UK00003687027	27-Aug-2021	UK00003687027	27-Aug-2021
POWER JOE design	United Kingdom	A0128895	27-Oct-2022	1700473	27-Oct-2022
SUN JOE	United Kingdom	A0124443	02-Aug-2022	1674662	
SUNJOE design	United Kingdom	A0124482	28-Jun-2022	1682331	28-Jun-2022
AQUA JOE	Taiwan	110091845	17-Dec-2021	2248516	01-Sep-2022
SPX3000	Saudi Arabia	392768	22-Dec-2022	1444019593	19-Mar-2023
SUN JOE	Saudi Arabia	392769	22-Dec-2022	1444019594	19-Mar-2023
SUN JOE	Saudi Arabia	392770	22-Dec-2022	1444019595	19-Mar-2023
POWER JOE design	Mexico	A0128895	27-Oct-2022	1700473	27-Oct-2022
SUN JOE	Mexico	2510809	27-Jun-2022	2399664	25-May-2022
SUN JOE	Mexico	2443845	11-Jun-2020	2373698	23-Mar-2022
SUNJOE design	Mexico	1682331	28-Jun-2022	2569280	06-Jul-2023
POWER JOE design	Int'l Registration - Madrid Protocol Only	A0128895	27-Oct-2022	1700473	27-Oct-2022
SUN JOE	Int'l Registration - Madrid Protocol Only	A0097384	11-Jun-2020	1557109	11-Jun-2020
SUN JOE	Int'l Registration - Madrid Protocol Only	A0124443	27-Jun-2022	1674662	27-Jun-2022
SUNJOE design	Int'l Registration - Madrid	A0124482	28-Jun-2022	1682331	28-Jun-2022

	Protocol Only				
SUN JOE	India	5554314	27-Jun-2022	1674662	21-Nov-2023
SUN JOE	India	4521980	06-Jun-2020	4521980	23-Jan-2021
SUNJOE design	India	4521981	06-Jun-2020	4521981	03-Sep-2022
SUNJOE design	India	A0124482	28-Jun-2022	1682331	28-Jun-2022
SUPPLYAID design	India	4653307	12-Sep-2020	4653307	12-Sep-2020
BLISS OUTDOORS	European Union (Community)	018542659	27-Aug-2021	018542659	27-Aug-2021
BLISS SOLAR	European Union (Community)	018542719	27-Aug-2021	018542719	27-Aug-2021
POWER JOE design	European Union (Community)	A0128895	27-Oct-2022	1700473	27-Oct-2022
SNOW JOE	European Union (Community)	014449649	07-Aug-2015	014449649	17-Dec-2015
SUN JOE	European Union (Community)	A0124443	02-Aug-2022	1674662	19-Jan-2023
SUN JOE	European Union (Community)	014449656	07-Aug-2015	014449656	09-Dec-2015
SUNJOE design	European Union (Community)	A0124482	28-Jun-2022	1682331	28-Jun-2022
SUN JOE	Cuba	A0097384	11-Jun-2020	1557109	11-Jun-2020
SUN JOE	Colombia	A0097384	11-Jun-2020	1557109	11-Jun-2020
AQUA JOE	China (People's Republic)	54448759	18-Mar-2021	54448759	07-Nov-2022
AQUA JOE	China (People's Republic)	57743247	16-Jul-2021	57743247	06-Dec-2022
SNOW JOE	China (People's Republic)	24542873	08-Jun-2017	24542873	14-Jun-2018
SNOW JOE	China (People's Republic)	24542872	08-Jun-2017	24542872	14-Jun-2018
SNOW JOE	China (People's Republic)	24542871	08-Jun-2017	24542871	14-Jun-2018
SNOW JOE	China (People's Republic)	24542870	08-Jun-2017	24542870	14-Jun-2018

SNOW JOE	China (People's Republic)	24542869	08-Jun-2017	24542869	14-Jun-2018
SNOW JOE	China (People's Republic)	24542868	08-Jun-2017	24542868	14-Jun-2018
SNOW JOE	China (People's Republic)	24542867	08-Jun-2017	24542867	14-Jun-2018
SUN JOE (Class 21)	China (People's Republic)	24542879	08-Jun-2017	24542879	21-Jun-2019
SUN JOE (Class 7)	China (People's Republic)	24542875	08-Jun-2017	24542875	21-Jun-2019
SUN JOE (Class 8)	China (People's Republic)	24542876	08-Jun-2017	24542876	21-Jun-2019
SUN JOE (Class 9)	China (People's Republic)	24542877	08-Jun-2017	24542877	21-Jun-2019
SUN JOE in Class 9 (Re-filing of additional Goods)	China (People's Republic)	37768274	24-Apr-2019	37768274	21-Aug-2020
SUPPLYAID	China (People's Republic)	62123607	13-Jan-2022	62123607	27-Jul-2022
SUPPLYAID	China (People's Republic)	62133860	13-Jan-2022	62133860	27-Jul-2022
SUPPLYAID	China (People's Republic)	62142106	13-Jan-2022	62142106	27-Jul-2022
SUPPLYAID	China (People's Republic)	62142115	13-Jan-2022	62142115	27-Jul-2022
AQUA JOE	Canada	2122773	23-Jul-2021		
AUTO JOE	Canada	2122957	26-Jul-2021		
BLISS HAMMOCKS	Canada	2122956	26-Jul-2021		
BLISS OUTDOORS	Canada	2128990	24-Aug-2021		
BLISS SOLAR	Canada	2128992	24-Aug-2021		
IONMAX	Canada	2280737	13-Sep-2023		
POWER JOE	Canada	2087530	25-Feb-2021	TMA1183852	07-Jun-2023
SNOW JOE	Canada	1399851	06-Jun-2008	TMA808314	04-Oct-2011
SNOW JOE (BroaderAdditional Goods)	Canada	1748374	30-Sep-2015	TMA967148	30-Mar-2017
SPX3000 XTREAM design	Canada	2185363	12-May-2022		
SUN JOE	Canada	2200811	27-Jun-2022	1674662	

SUN JOE	Canada	2058972	11-Jun-2020	TMA1160197	11-Jan-2023
SUN JOE	Canada	1748373	30-Sep-2015	TMA959961	11-Jan-2017
SUNJOE design	Canada	2209765	28-Jun-2022	1682331	28-Jun-2022
SUPPLYAID design	Canada	2051141	11-Sep-2020		
SUN JOE	Brazil	1557109	11-Jun-2020	501557109	11-Jun-2020

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